

AMENDMENT TO THE CLAIMS

1. (Currently Amended) An advertisement management method, comprising:

receiving programming content delivered as a scheduled lineup having an advertisement inserted into a future advertisement time slot, the programming content scheduled to be broadcasted in the future from a network provider's server to a subscriber's equipment;

categorizing, at the network provider's server, the advertisement as overrideable or non-overrideable, the overrideable categorization allowing the advertisement to be replaced with a different advertisement, and the non-overrideable categorization not allowing replacement of the advertisement and allowing the advertisement to be delivered as scheduled;

storing a webpage in memory of the network provider's server ~~an interactive server~~ for distribution to advertisers;

storing a database stored in the memory of the ~~interactive server~~ network provider's server, the database storing an advertising schedule for scheduled programming and advertisement characteristics for advertisement time slots in the scheduled programming, the database also storing advertisement pricing information for each advertisement time slot in the scheduled programming;

sending the webpage to the advertisers, the webpage notifying the advertisers of a future advertisement time slot in the scheduled programming;

receiving advertisements from the advertisers, each advertisement categorized as overrideable or non-overrideable by the corresponding advertiser, the overrideable categorization allowing the advertisement to be replaced with a different advertisement, and the non-overrideable categorization not allowing replacement of the advertisement and allowing the advertisement to be delivered as scheduled;

storing each advertiser's advertisement in the memory;

using the database to select and schedule an advertisement for insertion into a future advertisement time slot; and

receiving the webpage from a particular advertiser's server, the webpage requesting to override the scheduled advertisement for the future advertisement time slot, the webpage specifying a financial premium for replacing the advertisement with the different advertisement;

determining, at the network provider's server, whether the advertisement is categorized as overrideable;

determining, at the network provider's server, whether the advertisement and the different advertisement are equal in time length;

determining, by the network provider's server, that the different advertisement has been recorded in a compatible format with the scheduled broadcast;

searching, by the network provider, to determine a time of broadcast of a previous advertisement relating to a same type of product as the different advertisement;

when the previous advertisement was broadcast within a time frame, then declining to replace the advertisement with the different advertisement;

when the advertisement is categorized as overrideable, and when the advertisement and the different advertisement are equal in time length, then replacing the advertisement with the different advertisement, such that the different advertisement is inserted into the programming content; and

broadcasting the programming content to the subscriber's equipment, the broadcasted programming content having the advertisement replaced with the different advertisement.

2. (Previously Presented) The method of claim 1, further comprising pre-categorizing the advertisement time slot as overrideable or non-overrideable.
3. (Previously Presented) The method of claim 1, further comprising pricing the overrideable advertisement time slot at a lower cost than the non-overrideable advertisement time slot.

4. (Previously Presented) The method of claim 1, further comprising providing data regarding viewing habits that distinguishes more-valuable viewers from less-valuable viewers.
5. (Previously Presented) The method of claim 4, further comprising matching advertisements with the more-valuable viewers and with the less-valuable viewers.
6. (Previously Presented) The method of claim 1, further comprising at least one of: broadcasting the programming content as a television broadcast, broadcasting the programming content as a radio broadcast, and broadcasting the programming content over a network.
7. (Cancel)
8. (Previously Presented) The method of claim 1, further comprising creating a log of events viewed by potential consumers.
9. (Cancel)
10. (Cancel)
11. (Cancel)
12. (Cancel)
13. (Cancel)
14. (Cancel)
15. (Cancel)
16. (Cancel)
17. (Currently Amended) A system for managing advertisement programming, comprising:

means for receiving programming content delivered as a scheduled lineup having an advertisement inserted into a future advertisement time slot, the programming content

scheduled to be broadcasted in the future from a network provider's server to a subscriber's equipment;

means for categorizing, at the network provider's server, the advertisement as overrideable or non-overrideable, the overrideable categorization allowing the advertisement to be replaced with a different advertisement, and the non-overrideable categorization not allowing replacement of the advertisement and allowing the advertisement to be delivered as scheduled;

a webpage stored in memory of the network provider's server ~~an interactive server storing a webpage in memory~~ for distribution via the Internet to advertisers;

a database stored in the memory of the interactive server, the database storing an advertising schedule for scheduled programming and advertisement characteristics for advertisement time slots in the scheduled programming, the database also storing advertisement pricing information for each advertisement time slot in the scheduled programming;

the network provider's ~~interactive~~ server sending the webpage to the advertisers, the webpage notifying the advertisers of a future advertisement time slot in the scheduled programming;

the network provider's ~~interactive~~ server receiving advertisements from the advertisers, each advertisement categorized as overrideable or non-overrideable by the corresponding advertiser, the overrideable categorization allowing the advertisement to be replaced with a different advertisement, and the non-overrideable categorization not allowing replacement of the advertisement and allowing the advertisement to be delivered as scheduled;

the network provider's ~~interactive~~ server storing each advertiser's advertisement in memory;

the network provider's ~~interactive~~ server using the database to select and schedule an advertisement for insertion into a future advertisement time slot; and

the network provider's ~~interactive~~ server receiving the webpage from a particular advertiser's server, the webpage requesting to override the scheduled advertisement for

the future advertisement time slot, the webpage specifying a financial premium for replacing the advertisement with the different advertisement;

means for determining whether the advertisement is categorized as overrideable;

means for determining whether the advertisement and the different advertisement are equal in time length;

means for determining that the different advertisement has been recorded in a compatible format with the scheduled broadcast;

means for searching to determine a time of broadcast of a previous advertisement relating to a same type of product as the different advertisement;

when the previous advertisement was broadcast within a time period, then means for declining to replace the advertisement with the different advertisement;

when the advertisement is categorized as overrideable, and when the advertisement and the different advertisement are equal in time length, then means for replacing the advertisement with the different advertisement, such that the different advertisement is inserted into the programming content; and

means for broadcasting the programming content to the subscriber's equipment, the broadcasted programming content having the advertisement replaced with the different advertisement.

18. (Previously Presented) The system of claim 17, wherein the interactive server pre-categories the advertisement time slot as overrideable or non-overrideable.
19. (Previously Presented) The system of claim 17, wherein the database stores a pricing scheme where the overrideable advertisement time slot is priced at a lower cost than the non-overrideable advertisement time slot.
20. (Previously Presented) The system of claim 17, wherein the interactive server provides data regarding viewing habits that distinguishes more-valuable viewers from less-valuable viewers.